Listing of Claims:

Amendments of the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1.   (Currently Amended) A method for allowing the creation of a plurality of non-interactive personalized ~~messages~~ advertisements to be viewed by an intended audience, comprising:

creating a personalized ~~message~~ advertisement template comprising a plurality of media slots in sequence, wherein a plurality of different media segments are insertable into at least one of said slots;

providing a plurality of data streams to a receiving unit, each data stream delivering a different one of said plurality of media segments for said at least one of said slots, wherein said media segments are synchronized to begin and end at substantially the same time; and

providing content selection information regarding content of said plurality of data streams to said receiving unit, said information including switch times for said plurality of synchronized media segments, to allow said receiving unit to select among said plurality of data streams for one of said media segments for said particular slot, to assemble a non-interactive personalized ~~message~~ advertisement.

2.   (Previously Presented) The method of claim 1 wherein said receiving unit selects among said plurality of data streams in real time.

3.   (Currently Amended) The method of claim 1 wherein said personalized ~~message~~ advertisement is viewed by a viewer as it is assembled.

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4. (Currently Amended) The method of claim 1 wherein said receiving unit selects among said plurality of data streams based on said content selection information and information about a viewer who will view said personalized ~~message~~ advertisement.

5. (Currently Amended) The method of claim 4 further including providing a data stream with a default personalized ~~message~~ advertisement to allow said receiving unit to display said default personalized ~~message~~ advertisement without selecting between said plurality of data streams.

6. (Previously Presented) The method of claim 1 wherein said plurality of data streams are MPEG encoded data streams.

7. (Previously Presented) The method of claim 1 wherein said plurality of data streams are multiplexed into a transport stream.

8. (Currently Amended) The method of claim 1 wherein said segments are incomplete parts of a personalized ~~message~~ advertisement.

9. (Previously Presented) The method of claim 1 wherein said receiving unit is a set top box.

10. (Currently Amended) The method of claim 9 wherein said set top box can receive both analog data streams and digital data streams, and wherein said set top box momentarily switches from an analog data stream to a digital data stream to play out a personalized ~~message~~ advertisement.

11. (Previously Presented) The method of claim 10 wherein said set top box switches from an analog data stream to a digital data stream triggered by VBI data.

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12.   (Currently Amended) The method of claim 9 wherein said set top box momentarily switches from a first digital data stream to a second digital data stream to play out a personalized ~~message~~ advertisement.

13.   (Currently Amended) The method of claim 9 wherein said set top box receives a plurality of television channels over said data streams, and said channels include programs including a synchronized commercial break; and during said synchronized commercial break, said data streams deliver segments to create a personalized ~~message~~ advertisement for display irrespective of which channel said set top box had selected.

14.   (Currently Amended) The method of claim 1 further including transition segments, which are inserted into said personalized ~~message~~ advertisement between said segments.

15.   (Currently Amended) The method of claim 1 further including a plurality of templates for creating said personalized ~~messages~~ advertisements, wherein said templates include video sequence templates and audio sequence templates.

16.   (Currently Amended) A system for distributing a plurality of multimedia non-interactive personalized ~~messages~~ advertisements to be viewed by a plurality of end users, said system comprising:
        a personalized ~~message~~ advertisement template comprising a plurality of media slots in sequence;
        a plurality of media segments for said slots that are insertable into at least one of said slots; and
        a plurality of data streams transmitting said media segments, wherein said plurality of data streams transmit said plurality of media segments for one of said slots in at a same time, and wherein one of said data streams transmits content selection information regarding content of said plurality of data streams said information including switch times for allowing a receiving unit to switch among said plurality of data streams to select a particular media segment at a particular time, to assemble a non-interactive personalized ~~message~~ advertisement.

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17.   (Currently Amended) The system of claim 16, wherein said receiving unit switches between analog data streams and digital data streams to assemble said personalized ~~message~~ advertisement.

18.   (Currently Amended) The system of claim 16 wherein said receiving unit switches between a first digital data stream to at least one second digital data stream to assemble said personalized ~~message~~ advertisement.

19.   (Currently Amended) A system for distributing a plurality of multimedia personalized ~~messages~~ advertisements to a plurality of end viewers, said system comprising:

a means for creating a personalized ~~message~~ advertisement template with a plurality of media slots;

a means for creating a plurality of media segments, said media segments for insertion into at least one of said slots;

a transmission means for transmitting said media segments, wherein said media segments for a particular slot in ~~said~~ a personalized ~~message~~ advertisement are transmitted at a same time; and

a means for providing content information to allow a receiving unit to select one of said media segments at a particular time, to assemble said personalized ~~message~~ advertisement.

20.   (Cancelled)

21.   (Currently Amended) A method for delivering a plurality of different non-interactive ~~messages~~ advertisements over a television transmission network, comprising:

creating a plurality of different video and audio media segments, wherein said different media segments include incomplete sections of a complete non-interactive ~~message~~ advertisement;

transmitting a plurality of television programs to a television signal receiver, wherein said plurality of television programs have at least one synchronized commercial break;

during said synchronized commercial break, transmitting said plurality of different media segments to said television signal receiver, wherein all media segments in said at least one subset are transmitted simultaneously;

directing said television signal receiver to switch to one of said media segments in said subset as said media segments in said subset are received to assemble said complete non-interactive advertisement; and

wherein after said synchronized commercial break, said television signal receiver switches to a previously selected television program.

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